How to protect your family from food danger

MAKE SURE WITH THIS

There's danger in your larder!

Tests show that dangerous germs multiply with great rapidity in food above 50°F.

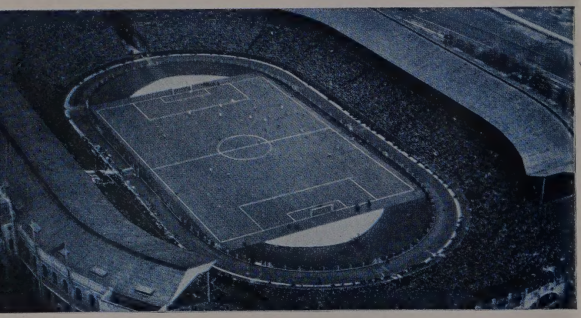
Official tests have shown that at temperatures above 50° F. germs multiply with great rapidity in food, rendering it *absolutely unfit to eat.* Many summer ills and upsets and sometimes serious illnesses, are due to poisoning by food that has been kept at too high a temperature. Care is more necessary to-day because legislation has prevented the free use of preservatives. On approximately 335 days of the year the temperature is above 50° F., and food is open to attack by bacteria. Facts such as these call for drastic action.

The microscope reveals the hidden danger of bacteria which thrive in the kitchen where the temperature is above 50°F.

ARE YOU RUNNING NEEDLESS RISKS?

Producers, wholesalers and retailers have invested millions in cold storage plants and refrigerated cars to protect food until it is delivered into your home. Despite these precautions people run risks by keeping foods in warm larders, on shelves difficult to keep clean, and exposed to flies, in outdoor safes open to the effects of humid atmosphere, in damp cellars, and in inefficient refrigerators—in *so-called* refrigerators which do not maintain Safety Zone temperature of below 50° F. Without realising it, these people endanger the health of their families with food teeming with bacteria.

Food may look all right, smell all right and taste all right—yet it may be swarming with bacteria and absolutely dangerous to eat.



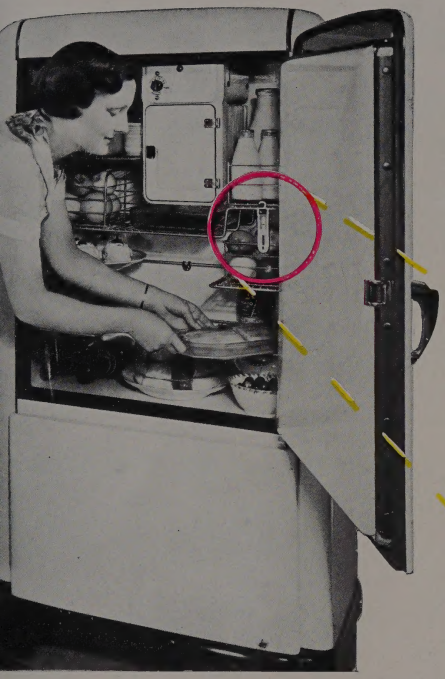
ALL FOOD IS DEAD

We shrink from the idea of decayed food. Yet all our food is dead and subject to nature's law of decay. Meat comes from slaughtered animals; fish is dead; milk and butter are lifeless. Vegetables begin to decay as soon as they are picked. The edible part of fruit is dead. Therefore, since all our food is dead it must be protected against decay from the time it leaves the slaughter-house, the sea or the farm, until it is put upon our table.

If bacteria were as large as human beings, in just 15 hours Wembley Stadium could be filled more than ten thousand times by the multiplication of a single bacterium.

These actual photographs show the rate of bacteria growth in food kept at a temperature above 50°F.

Use the FREE Food Safety Thermometer to test your larder



How to get your FREE Thermometer and how to use it

One of these beautifully-made Food Safety Thermometers, guaranteed by the British Electrical Development Association, is offered to you FREE, and will be delivered, postage paid, to your address on receipt of a postcard from you addressed :—

THE BRITISH ELECTRICAL DEVELOPMENT ASSOCIATION, DEPT. W, 2 SAVOY HILL, LONDON, W.C.2.

This Food Safety Thermometer is not an ordinary thermometer, but a scientific instrument specially calibrated to show the safe temperature for food, namely below 50° F. and above 32° F. Take the thermometer and hang it in your larder and then in your kitchen. If it shows that the temperature of both is always under 50° F., you may rest content that your food is being kept safely ; but if this thermometer shows that your larder and kitchen are above 50° F., then you should immediately take steps to safeguard your family's health by buying or hire-purchasing an electric refrigerator.

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Only Electric Refrigerators have this Thermometer to prove their safety

Any refrigerator, to keep food safely, must maintain a storage temperature within the Safety Zone—below 50° F. and above 32° F.—under all conditions and in all kinds of weather. The purpose of the Food Safety Thermometer is to check the temperature of your refrigerator. Hung from a shelf in your *electric* refrigerator, it will register, regardless of season, between 32° F. and 50° F.—visible proof that the refrigerator is giving you proper food protection. The Food Safety Thermometer is supplied only with *electric* refrigerators. With no other type do you get this absolute assurance of Safety Zone temperature.

CHEAPEST TO BUY AND CHEAPEST TO RUN

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The difference an Electric Refrigerator will make in your home

Our grandmothers, with their cool cellars (and their smaller knowledge of health) might well have regarded a refrigerator as an unnecessary luxury. But the up-to-date housewife recognises it as an absolute necessity—as an item of kitchen equipment almost as essential as a cooker. It is an addition that so many women are going to make to their homes as soon as " their ships come in."

Perhaps, dear Madam, you are one of that band of waiting housewives whose ships are still on the high seas. You have decided the exact spot in your kitchen where a refrigerator would go nicely but—

Believe us, there is really no *but* about it. An electric refrigerator is *an economy*. And it is the purpose of this booklet to prove to you that an electric refrigerator, by lowering housekeeping expenses, repays its cost *many times over*.

A bold statement that, but think !

CHEAPEST TO BUY AND CHEAPEST TO RUN

MAKING MONEY GO FURTHER

Think of those week-end prices for perishable foods when the shopkeeper is selling off. " Practically giving the stuff away," he will tell you. With an electric refrigerator you can take full advantage of those genuine bargain prices ; you can *lay in stocks* on any " cheap " day. With an electric refrigerator you can *always* buy in larger quantities and therefore at a better price. Meat, fish, vegetables and fruit will all keep beautifully fresh in the refrigerator.

Think of the saving you can effect by keeping " left overs " and re-serving them with all their original freshness, or transforming them into tasty cold soufflés or mousses. And in an electric refrigerator, lettuce and other salad foods that have become wilted and stale will become crisp and fresh again. Think of the saving that would result from a guarantee that milk would never, *never* curdle again ; that no food would ever have to be thrown away because it had " gone off."

There are other dividends, too, that the investment of a few shillings a month in an electric refrigerator would bring into your home. Dividends of protected health ; of flavours infinitely improved ; of new and attractive menus ; of a greater enjoyment by the whole family of the simplest everyday fare.

FASCINATING

COLD COOKERY

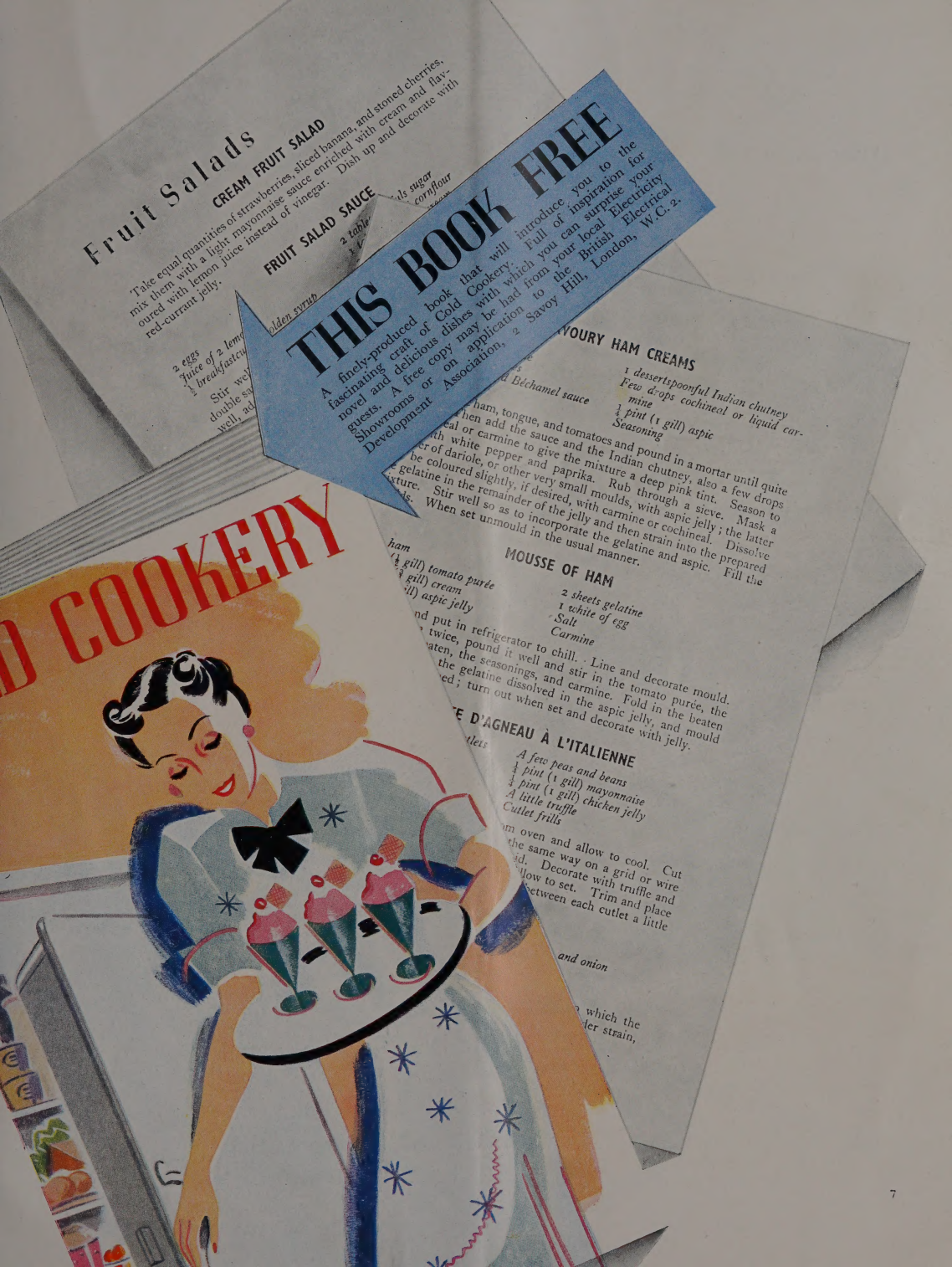
Shall we have jelly to-day? It's so hot. The question is: "Will it set?" Of course it will—in an electric refrigerator. By the time the table is laid it will be as cold as an iceberg.

"*Mummy, may we have an ice cream? Betty is coming in to tea.*" That's just as easy. Good, wholesome ingredients, quickly frozen in an *electric* refrigerator! And Betty will go home with a tale of ice cream "*ever so much nicer*" than anything she's ever had from the shops.

Shall we have Frosted Tomato Olives? Or Chaud-Froid of Chicken? Or Ice Pudding? If you own an electric refrigerator you *enjoy* providing such surprising and appetising dishes—at short notice—for your guests. Lemon or mint-flavoured ice cubes for cold drinks are just another of those pleasing touches an electric refrigerator can lend to your party. The Cold Cookery Book is full of fascinating recipes that would appal any cookery expert who has not an ally in an electric refrigerator. A Free copy of this book, which will conduct you into the exciting realms of Cold Cookery, can be yours for the asking. Simply ask for a copy from your local Electricity Showrooms or write your name and address on a postcard and address it to:—The British Electrical Development Association, 2 Savoy Hill, London, W.C. 2.

An *electric* refrigerator means—first and foremost—*safe* food; food without a taint no matter how high the temperature. An *electric* refrigerator means more *interesting food* no matter how moderate your means. An *electric* refrigerator means that your home will be a *more hospitable* home and you will be a prouder hostess.

CHEAPEST TO BUY AND CHEAPEST TO RUN


Fruit Salads
CREAM FRUIT SALAD
Take equal quantities of strawberries, sliced banana, and stoned cherries, mix them with a light mayonnaise sauce enriched with cream and flavoured with lemon juice instead of vinegar. Dish up and decorate with red-currant jelly.
FRUIT SALAD SAUCE
THIS BOOK FREE
A finely-produced book that will introduce you to the fascinating craft of Cold Cookery. Full of inspiration for novel and delicious dishes with which you can surprise your guests. A free copy may be had from your local Electricity Showrooms or on application to the British Electrical Development Association, Savoy Hill, London, W.C. 2.
VOURY HAM CREAMS
MOUSSE OF HAM
D COOKERY

. . . an Electric Refrigerator . . .

OUR PARTIES ARE SO POPULAR! I enjoy making all kinds of exciting and tasty cold dishes to surprise our guests.

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. . . . an Electric Refrigerator protects the family's health

. . . for Size and Safety . . .

YOU SHOULD TASTE OUR ICE CREAM! The cost is ever so reasonable. You should hear the compliments flying when anybody tries our home-made ice cream.

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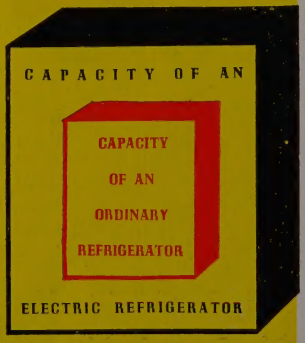
WE'VE COCKTAILS ON TAP! At least that's the reputation we've got amongst the bright young things. You see, with our refrigerator, we've ice always ready in those handy little cubes.

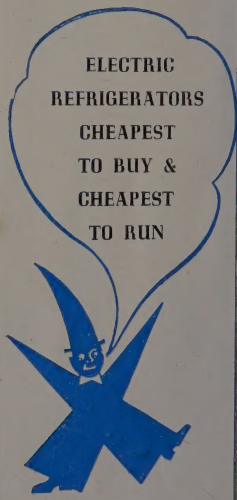
How to choose and instal your Electric Refrigerator

In choosing a refrigerator it is important to obtain one with plenty of room inside. A word of friendly warning on this point is necessary. Nothing is more annoying to the housewife than to find that the refrigerator she has chosen is too small for her needs. You will discover so many uses for your refrigerator, and so many articles to store inside it, that you should choose the largest electric refrigerator your purse will allow. Always remember when choosing your refrigerator—electric ones are not only the cheapest to buy, but the cheapest to run, and they give you more storage space for your money.

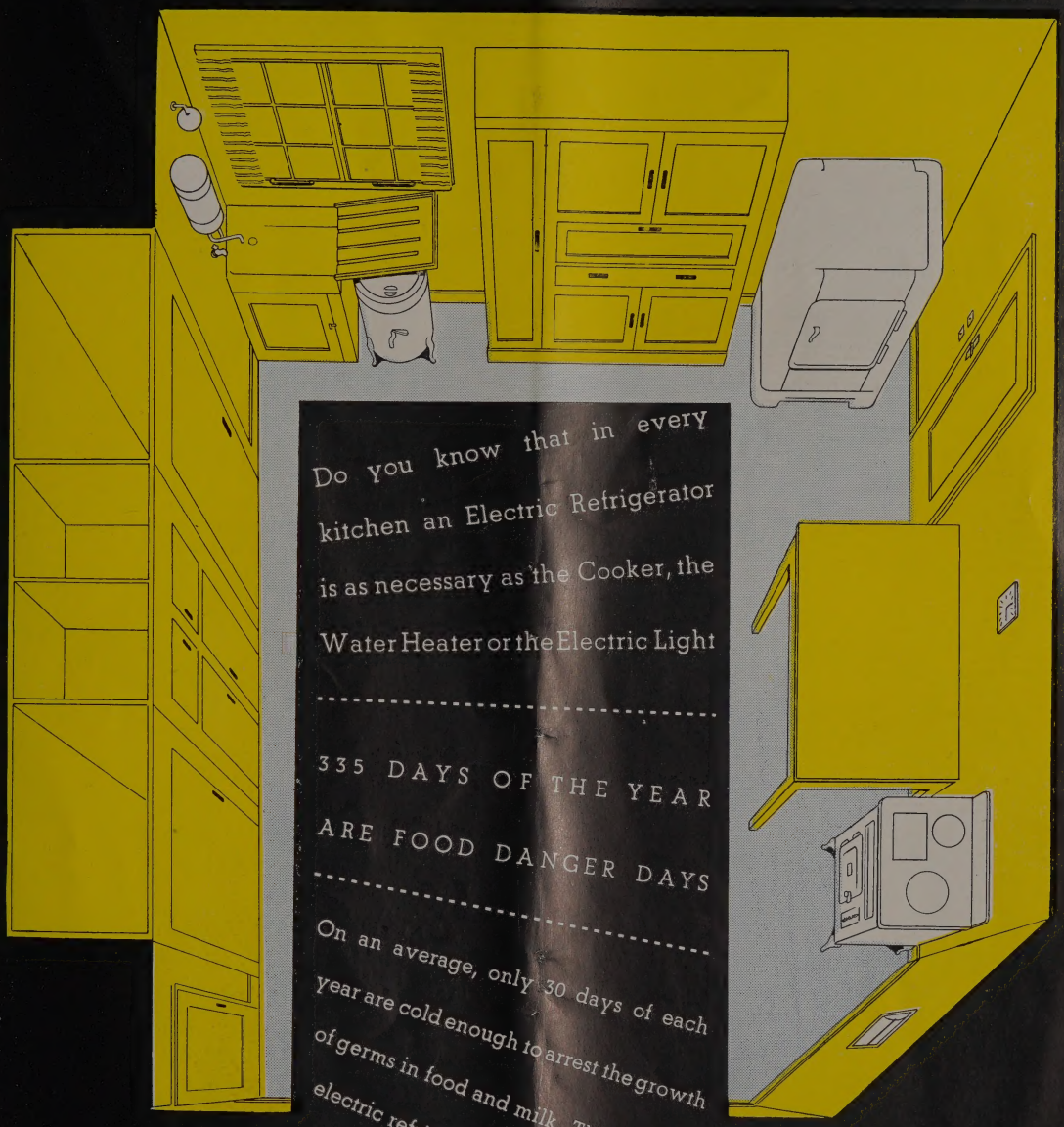
STANDS ANYWHERE YOU WANT IT

You will probably want to stand your electric refrigerator within handy reach of the cooking table—to save steps. But don't imagine it is finally fixed in one corner. You can move it where you like—no piping is required. A simple length of flex enables you to put it in the most convenient spot when you re-arrange your kitchen. You can stand an electric refrigerator *anywhere* —in the larder if you like—because, having no flames, it gives off no fumes, and draughts won't affect it. Hang the card of instructions close to the refrigerator, and follow these instructions carefully.





20TH-CENTURY HOUSEWIFE'S WORKSHOP



Do you know that in every kitchen an Electric Refrigerator is as necessary as the Cooker, the Water Heater or the Electric Light

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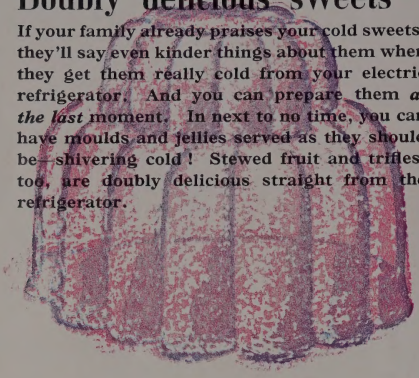
335 DAYS OF THE YEAR ARE FOOD DANGER DAYS

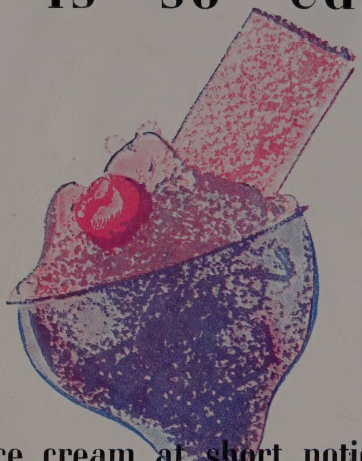
On an average, only 30 days of each year are cold enough to arrest the growth of germs in food and milk. That is why an electric refrigerator is not a luxury but an all the year round necessity in your home

Housekeeping is so easy

Doubly delicious sweets

If your family already praises your cold sweets, they'll say even kinder things about them when they get them really cold from your electric refrigerator. And you can prepare them *at the last* moment. In next to no time, you can have moulds and jellies served as they should be—shivering cold! Stewed fruit and trifles, too, are doubly delicious straight from the refrigerator.



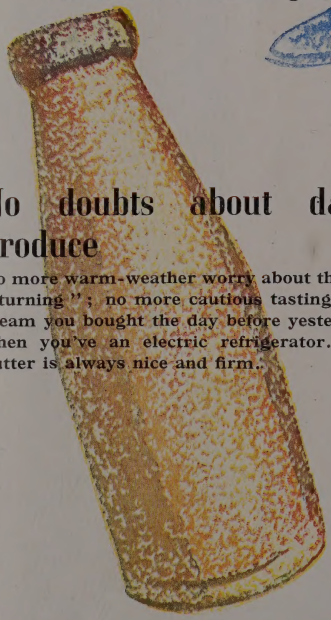


Ice cream at short notice

Ice cream is the hall-mark of the successful hostess, and electric refrigerators freeze much faster. In half an hour you can be saying: "You must try our ice cream" (and you can drop a hint that it is made from *real* cream). How nice it is to know that your ice cream is home-made, and that the ingredients are bound to do the children good.

Making the most of meat

Raw meat kept in the refrigerator for a few days will be more tender when cooked. All the meat should, of course, have a place in the refrigerator. This includes cooked meats left over, and that bacon and ham you've bought in a larger-than-usual quantity at a lower-than-usual price.



No doubts about dairy produce

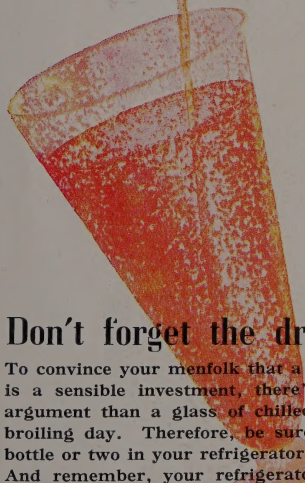
No more warm-weather worry about the milk "turning"; no more cautious tasting of the cream you bought the day before yesterday—when you've an electric refrigerator. The butter is always nice and firm.

CHEAPEST TO BUY A

with an Electric Refrigerator

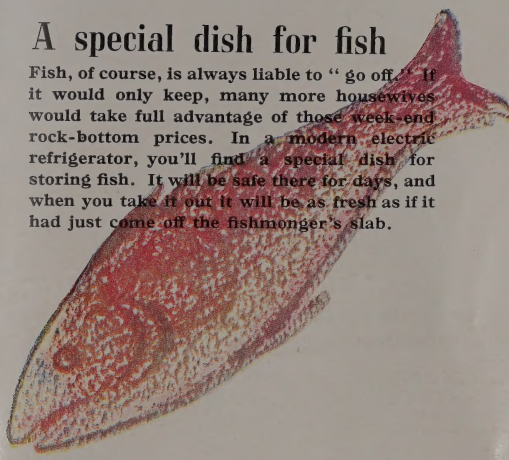
Fresh vegetables and food value

You know the kind of vegetables that so quickly spoil with keeping. White cauliflowers that turn woefully yellow. Firm, young carrots that flag and become flabby. But did you know that these vegetables in losing their freshness also lose a lot of their food value ? The place for them is in your electric refrigerator. There you can count upon them keeping as fresh as fresh, and preserving every bit of their food value.



Don't forget the drinks

To convince your menfolk that a refrigerator is a sensible investment, there's no better argument than a glass of chilled beer on a broiling day. Therefore, be sure to leave a bottle or two in your refrigerator's cold care. And remember, your refrigerator will give you an ever-ready supply of ice cubes. This means that your unexpected guests will always get a good reception—so far as your cocktails are concerned.

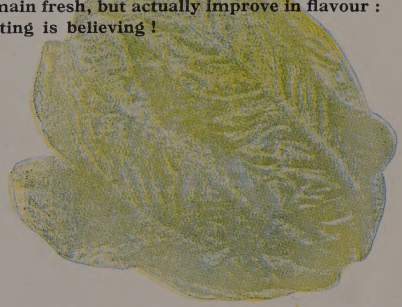


A special dish for fish

Fish, of course, is always liable to " go off." If it would only keep, many more housewives would take full advantage of those week-end rock-bottom prices. In a modern electric refrigerator, you'll find a special dish for storing fish. It will be safe there for days, and when you take it out it will be as fresh as if it had just come off the fishmonger's slab.

Salads to make a song about !

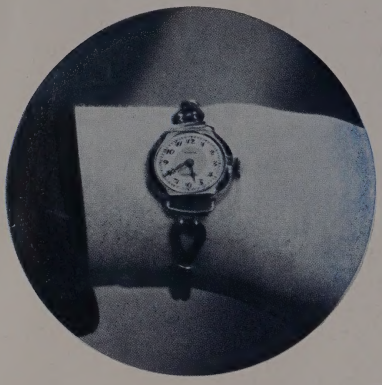
There are salads and *salads*. There is the soft, tepid salad that alas ! is only too frequently served. It's a sad affair. Then there is the crisp cold salad straight from the refrigerator. It's a joy ! A new experience that will alter all your notions of how nice a salad can be. It's remarkable, but it's a fact that lettuce, tomatoes and the like, left in the refrigerator, not only remain fresh, but actually improve in flavour : tasting is believing !



ND CHEAPEST TO RUN

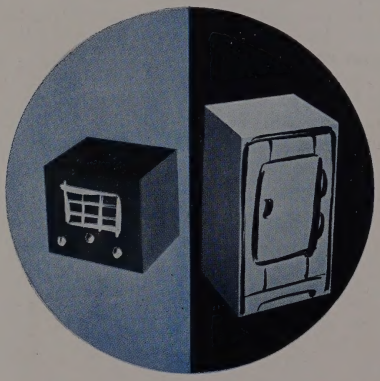
ELECTRIC REFRIGERATORS are the cheapest to buy and to run

Electric refrigerators are not only the cheapest to buy, but are the cheapest to run. A family-size electric refrigerator can be purchased on wonderfully low gradual payment terms (1d. per day per person in the average family) and it consumes less than one unit of electricity a day— costing, say, ½d. to 1d. a day.



As silent as a wrist watch

Research and years of manufacturing experience have enabled manufacturers to silence electric refrigerators effectively. To-day, every electric refrigerator of repute has its unit so mounted that noise and vibration are suppressed.



No radio interference

Modern electric refrigerators have no influence whatever on wireless. This can be readily proved by a showroom demonstration.

Free meals from left-overs

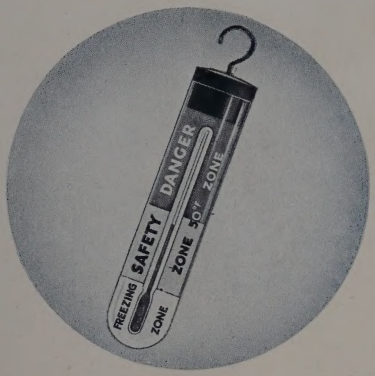
A recent survey has shown that if the left-overs thrown away in the average home in a week were kept in an electric refrigerator and made into new and dainty dishes, they would provide an appetising meal for the whole family.

Money saved through economy shopping

With an electric refrigerator to keep food safely until she wants it, a housewife can take full advantage of bargain prices on market and other special days. She can also effect substantial savings by buying in larger quantities—by shopping once a week instead of every day, and so saving 'bus fares, 'phone calls or petrol money.

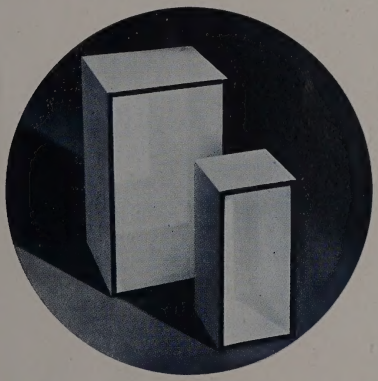
ONLY ELECTRIC REFRIGERATORS will give you these advantages

Absolute safety is a very big feature of electric refrigerators. There is no flame, no fumes, no overburdened atmosphere on summer days. Nothing but clean, efficient electricity, which cuts itself off automatically when the Safety Zone temperature is reached, so that there is no waste of current.



Proved efficiency

Electric refrigerators are the only type of refrigerators on the market which include the guaranteed Food Safety Thermometer as part of their standard equipment. With an electric refrigerator you rely not upon claims but upon *proof* that you have a safe place in which to keep your perishable foods.



50% more storage space

With an electric refrigerator, you get 50 per cent. more storage space for your money. There is plenty of room to keep your milk, butter, meat, fish, vegetables and fruit. The bigger cubic capacity offered by electric refrigerators is a major boon.

Faster freezing

With an electric refrigerator, ice is made in half the time taken by other refrigerators, and the speed of freezing is unaffected by hot weather conditions. Only with an electric refrigerator can you have ice cream at short notice.

Easily installed and easily movable

With an electric refrigerator no piping is required. It can be quickly installed anywhere—in the larder, if desired, because there are no fumes. And it need not remain a fixture. A simple length of flex enables you to move it easily from one place to another.

How to protect your family from food danger

MAKE SURE WITH THIS

9546

Electric Refrigerators may be hire-purchased at from 1/11d. per week according to size. 5 years' Free Maintenance.

BOROUGH OF WALTHAMSTOW ELECTRICITY SHOWROOMS

ELECTRIC HOUSE, CHURCH HILL,
24 THE AVENUE, HIGHAMS PARK

EDA 1440